

Message Text

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ACTION EUR-06

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E.O. 11652: N/A
TAGS: BEXP IT
SUBJ: JANUARY SHOW FINAL REPORT

REF: STATE'S A-9354 NOV. 1973

1. MTC PRINTING AND GRAPHIC ARTS EXHIBITION
2. MILAN, JANUARY 22-26, 1974
3. FORTY EXHIBITORS
4. SALES DURING SHOW 543,680 DOLS.
5. SALES PROJECTED SUBSEQUENT YEAR
 - A. NTM - 3,564,000 DOLS.
 - B. OTM - 4,971,000 DOLS.
6. NINETEEN EXHIBITORS SOUGHT EXREPS;
ONE SOUGHT LICENSEE
7. ELEVEN EXREPS APPOINTED DURING SHOW
8. TWENTY-NINE ADDL EXREPS AND ONE JOINT
VENTURE EXPECTED IN 12 MOS.
9. N.A.
10. TOTAL 1,318 REGISTERED VISITORS
11. A. ALPHATYPE CORP., SKOKIE, ILL.; NTM;
30,000 DOLS FLOOR SALES; \$200,000 DOLS ADDL PROJECTED
FIRST YEAR;
EXPECTS APPOINT ITALIAN REP. FOR PHOTOTYPESETTING
SYSTEM. DONALD HASE, SALES MGR. REPORTED, " MY
APPLAUSE AND APPRECIATION FOR A VERY FINE EFFORT.
I FIND IT VERY GRATIFYING TO BE ASSOCIATED WITH THE U.S.
TRADE CENTER SHOW EFFORT, IT HAS PAID OFF VERY WELL FOR
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OUR COMPANY AND WE ARE OF THE OPINION THAT IT IS JUST

THE BEGINNING." CLEARED

B. COMPUSCAN INC., TETERBORO, N.J.; OTM; 86,000 DOLS
FLOOR SALES; 600,000 DOLS ADDL PROJECTED FIRST YEAR.
PENETRATED GREECE AND YUGOSLAVIA FIRST TIME. SHOWED
OPTICAL READER FOR COMPUTER TYPESETTER. STANLEY E. BALDWIN,
AGENT FOR ITALY, COMMENTED, "EXTREMELY PLEASED WITH THE
SHOW ESPECIALLY THE WAY IT WAS ORGANIZED. EVERYTHING WAS
MADE AS EASY AS POSSIBLE FOR US AS EXHIBITORS." CLEARED.

C. PM COLOR INC., CHICAGO, ILL.; NTM; 10,000 DOLS. FLOOR
SALES; 55,000 DOLS ADDL PROJECTED FIRST YEAR; APPOINTED
AGENTS FOR SPAIN AND SWITZERLAND. PENETRATED ALSO YUGOSLAVIA
AND LIBYA FIRST TIME. SHOWED SCREEN PRINTER WITH UNIQUE
NEW PRINCIPLE FOR MULTICOLOR PRINTS. LAWRENCE J. BURKE, DIR.
OF MKTG. WROTE, " SHOW WAS EXCELLENT - FANTASTIC JOB OF
ORGANIZATION*" CLEARED.

12 SHOW WAS WORTHY OF MTC'S TENTH ANNIVERSARY. VISITORS WERE
TOP PROSPECTIVE ENDUSERS AND EXREPS. CONSUL GENERAL MADE
PERSONAL CALLS ON TEN EDITORS PRINCIPAL NEWSPAPERS IN
DISTRICT. AMEMBASSY BELGRADE COMAT LED GROUP VISIT OF 45
KEY YUGOSLAV PROSPECTS. PRESS PUBLICITY OUTSTANDING DUE
AMBASSADOR VOLPE'S INAUGURATION OF SHOW AND HIS RECRUIT-
MENT OF ITALIAN FOREIGN TRADE MINISTER TO ATTEND TENTH
ANNIVERSARY CEREMONY AT WHICH HONORABLE MATTEOTTI GAVE
SUBSTANTIVE ADDRESS. EXHIBIT ITEMS INCLUDED TECHNOLOGICALLY
ADVANCED AMERICAN PRESSES, TYPESETTERS, AND CAMERA CONTROLS.
SEMINAR CHAIRMAN BRUNO IS RECOGNIZED EXPERT AND DREW
IMPORTANT PROSPECTS ON SEMINAR'S FIRST DAY. ALL EXHIBITORS
SEEKING ITALIAN REPS. FOUND GOOD PROSPECTS WITH SIX
APPOINTED AT SHOW. TWO GREEK, TWO SWISS AND ONE SPANISH
REP ALSO APPOINTED. SEVENTEEN EXHIBITORS WERE NTM.
PRIMARY OBJECTIVE ACHIEVED FULLY BY 35, PARTIALLY BY 4,
NOT BY ONE. ADDITIONAL FLOOR SALES MAY BE LOGGED AS
EXHIBITORS CLARIFY THEIR ORDERS TO SHIP GOODS TO CLIENTS
OR DEALERS OUTSIDE USA. FINA

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